

NEATH FLORIDA'S FRONDED PALMS



Wheel chairing, with what has been called Afrimobile power, is a favorite way of getting about at Palm Beach.

So Much to Do Down South That Visitors Find All Their Time Taken Up Playing

A PULLMAN ticket is certainly a wonder worker. You hand it to the conductor, and before the sun has made his second daily round you have stepped from December into May. In other words, leaving winter and New York, less than two days has brought you to flower time and fruit time in "the Sunshine City," St. Petersburg, Fla.

The season in this lively little resort city has opened brilliantly. Weeks before the real "tourists" arrive the winter residents have been coming in to open their town and suburban houses for the winter. Launches and yachts are sent south for months of delightful cruising on Tampa Bay and among the keys. Ample accommodation and safe anchorage for pleasure boats in the municipal yacht basin—which is entirely apart from the town's commercial harbor—is one of the attractions of St. Petersburg.

Many automobiles are shipped from the North to add to the pleasure of the owner's winter vacation. Seven large modern garages, no less than the large number of cars seen constantly on the streets, indicate that St. Petersburg is a great automobile town. The city streets are a delight to the motorist, broad and well paved, over twenty miles laid with vitrified brick. This year is an era of road building all over the Pinellas Peninsula, on the southern extremity of which the Sunshine City is situated.

By far the largest project in municipal road building that has been undertaken in Florida is the seven mile boulevard from Tampa Bay straight across the peninsula to Boca Ceiga Bay. To carry out this undertaking the city had to annex a strip of land a mile wide and five and one-half miles long immediately west of the corporate limits. Through the centre

of this runs the extension of Central avenue, the town's main street, 100 feet wide, the whole distance to be paved with brick and set on either side with rows of palms and tropical plants. Work on this boulevard is now in progress.

At the Board of Trade offices visitors register in books provided for that purpose for every State in the Union. This furnishes a most pleasant and convenient means of social intercourse for those who like to meet people from "back home"—and what stranger in a strange land does not enjoy this? The registration from a number of States considerably exceeds a thousand. These groups organize State societies early in the winter, and with excursions, picnics, concerts and various celebrations, add greatly to the season's gaiety.

St. Petersburg has a \$125,000 opera house, with large capacity and elegant furnishings, which brings to the city attractions that come to but one or two other large towns in the State. There are clubs of all kinds, social, literary, musical, civic and charitable organizations, and all the principal fraternal orders.

The season, which lasts well into April, is closed with a festival week in which the tourists participate. This is a carnival time, the festivities including entertainments in great variety, fireworks, races, processions and a big parade of handsomely decorated floats and flower covered automobiles. It is planned that the festivities next spring shall partake of the nature of a historical celebration to commemorate the landing of De Soto in Tampa Bay.

There is rarely a day in the year when good fishing may not be enjoyed—from the long city piers, out at the grouper banks or at Pass-a-Grille, St. Petersburg's beautiful island resort in the Gulf of Mexico. Surf bathing at the "Pass," or still water bathing on the fine beaches in front of



Golfing at Palm Beach has its decided pleasures. The women's white costumes against the tropical background make a pleasing contrast.

If It Isn't Golfing, Fishing, Bathing or Riding, There's Dancing as an Attraction for All

Golfers are at home here on the Tampa golf links west of the city, where the Tampa Golf and Automobile Club has a nine hole course, which is to be built up into an eighteen hole course. It is on the shore of old Tampa Bay, a beautiful and broad expanse of inland water; and at Bellair, within easy motoring distance, where the cranks of the country play winter golf on one of the finest courses in the world.

The motorist is in his glory here. In this country alone more than 175 miles of hard roads are available, and the neighboring counties are well checked with good roads passing through the most beautiful citrus groves in the world. Hillsborough county (of which Tampa is the county seat) is now spending \$1,000,000 in the construction of brick paved country roads.

And the yachtman or the motor boat enthusiast has thousands of miles of inland or semi-inland waterways at his disposal, "where every prospect pleases," where fish of all sorts people the opalescent waters; where the sandy shores of the Gulf and the numerous bays and "keys" (as the small islands are called) are lined with shells tinted all colors of the rainbow and anybody's for the asking; where the oyster is to be found in his native lair and clams abound—anybody's for the taking.

Tampa is not a mere tourists' town. It has never sought that distinction. It is a port from which more than \$29,000,000

worth of commerce has been handled this year and the largest producer of clear Havana cigars in the world. But it has one of the finest hotels to be found anywhere—the Tampa Bay Hotel, a veritable Moorish castle covering several acres of ground and in the centre of a forty acre park of semi-tropical trees. The city owns the property, which it bought from the estate of the late Henry Bradley Plant, who built the Tampa Bay at an expense of some \$3,000,000. It is beautiful both as to interior and exterior and is furnished with a richness that is unusual. It will comfortably accommodate 600 guests and affords every convenience and creature comfort.

It would not be amiss to say that fully 25,000 persons visit Tampa each winter, coming from all sections of the country. One who visits only the east coast of Florida knows but half the charm of this great State, with its 1,400 miles of seacoast. The southern journey is incomplete which does not take the tourist down one coast and up the other. The Gulf trip from Tampa to Key West is one of the most fascinating on the entire American continent. You will see both sunrise and sunset on the brilliant Gulf and enjoy the delicious balmy hours between. In making the circuit of the peninsula you see Florida—south Florida, the real Florida.

"No chilly winter enters here: 'Tis joyous spring throughout the year."

Here's a shark they landed. A bluefish was hooked, but the shark gobbled it down, thereby trapping himself. He weighed 350 pounds.

the town is an enticement all winter to those who love the water. Two large, modern bath houses have been built this winter, each approached by a long pier; but many prefer to don bathing suits at home and wade out from shore wherever it pleases them to go in. A favorite diversion is gathering shells or crabbing when the tide goes out.

There are many good hotels in St. Petersburg, but none of great size—the larger ones having but little over a hundred guest rooms each. However, it is comfort, cuisine, sanitation and service that make a hotel "first class," and in none of these respects are the hotels of St. Petersburg lacking. Comfortable rooms, apartments and cottages are in every section.

At the height of the season the number of visitors is so great that it becomes a problem to provide accommodation for all who come. To meet this emergency the Board of Trade keeps a list of hotels, rooms and apartments and employs men to meet the trains and supply information, and if necessary convey travellers to places of lodging. No sacrifice of time and effort is deemed too great to insure the comfortable establishment of every guest who arrives, be his stay short or long.

A free reading room, a city hospital and a city band which gives free semi-weekly concerts are other institutions which are provided by the municipality for the comfort and pleasure of its citizens and visitors.

FISHING DOWN NEAR TAMPA.

TAMPA, Fla., Dec. 24.—No trip to Florida is complete without a visit to Tampa and this section of the State. One has never truly seen Florida if he has not visited south Florida, especially the west coast section. Nature has been unusually lavish in her gifts to this blessed section of a richly blessed State. Here the stately palms rustle their fringed leaves amid the towering yellow pines among whose needlelike foliage the winds sigh and sigh; here the orange groves are as low by day with golden fruit nestling in the dark and ever green foliage which in February and March is shot with the creamy petals, richly perfumed bloom, here the breezes of the Gulf of Mexico sweep from hill crest to hill crest over a land that is as gently undulating as on a calm day are the waters of the warm southern ocean which once spread over this broad and fertile, though sandy, peninsula.

To the seeker after rest—he or she looking for nothing more than a genial climate—Tampa and the south Florida section, over which the sky is azure throughout what in the northern country is the gray and hoary winter, offers a haven unsurpassed. Equable temperature, balmy mornings, temperate noon and cool evenings and nights—a combination that is rare indeed and always entrancing.

To those who love the outdoors, the huntsman and huntswoman too, the great forests are open with their small game and their large game in easy striking distance. Quail, duck and other wild fowl can be had within a few miles of the city proper, and the big game—deer, bear, wildcat, turkeys and a few panthers—is to be found in the fastnesses of the big hammocks and swamps of the neighboring county of Hernando, some fifty miles away.

The fisherman is in his glory here on lake, river or bay. The choice is almost unlimited from the lordly tarpon weighing up to 150 pounds down the line with kinfish, mackerel, red snapper and so on, in the salt water and black bass, bream, pickerel and all sorts of pan fish in the beautiful lakes that dot the entire inland section.

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